

# Stamp your identity -

*create a priceless impression!*

You may have recently seen an NPD\* market research article in the trade press that referred to the traditional Fish & Chip Take-Away and Restaurant market.

The research clearly indicated that traditional Fish & Chip businesses need to recognise the growing commercial threat not only from the big chains but also from other, perhaps very local, "food-to-go" businesses.

As the public's eating habits and expectations are pro-actively influenced by brands such as Nando's, Frankie & Benny's, McDonald's and KFC, Fish & Chip Takeaways and

Restaurants need to develop and profile their own individual brand.

**Own label packaging should be part of this development! It advertises YOUR business.**

**We bespoke-print all of the sizes of corrugated and cardboard boxes that we currently stock.**

#### Minimum usage:

For us to print your own label boxes you must use at least 8 cases a week of each size of box.

#### Origination cost:

£450 + V.A.T. per size of box printed in up to 3 colours. This is a one-off investment which pays for the printing plates.

#### Design:

You can either present us with your own design OR we can create the design for you. There is no additional charge for this.

#### Price per box:

A few pence more than the price for our standard-print boxes.

#### Delivery:

From you approving the artwork to us delivering the boxes will be approximately 4 weeks. We will warehouse the product and manage the stock. You will buy them on a demand basis but please note and remember our minimum usage requirement.



## What can you do with it?

You can print messages on your packaging that you want your customers to read.

You can create your own customer loyalty scheme by printing a collectable loyalty token on your packaging.

You can invite your customer to follow you on Facebook or Twitter.

You can direct your customers to your website or print your QR code.

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